

## ORDER



**Orders**  
**Order / Rev:** 713451 - 2  
**Alt Order #:**  
**Product Desc:** Yes on 204 Flight 1 9/17-10/7, 2012  
**Estimate:**  
**Flight Dates:** 09/17/12 - 11/06/12  
**Original Date / Rev:** 10/04/12 / 10/04/12  
**Order Type:** Political

## KPNX

**Primary AE:** Mike Mejia  
**Sales Office:** KPNX  
**Sales Region:** LOC

**Agency Name:** Carlton Group/ POL  
**Buying Contact:**  
**Billing Contact:**  
 4475 E. Via Los Caballos  
 Phoenix, AZ 85028

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Yes on 204  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Ballot  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	40	\$17,050.00	\$14,492.50
10/01/12	10/26/12	67	\$47,550.00	\$40,417.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	40	\$17,050.00	\$14,492.50	0.00
October 2012	67	\$47,550.00	\$40,417.50	0.00
<b>Totals</b>	<b>107</b>	<b>\$64,600.00</b>	<b>\$54,910.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	09/17/12	09/21/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	11111--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	11111--			5		\$200.00	0.00					
2	KPNX	09/24/12	09/28/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	11111--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	11111--			5		\$200.00	0.00					
3	KPNX	09/17/12	09/21/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	11111--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	11111--			5		\$275.00	0.00					
4	KPNX	09/24/12	09/28/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	11111--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	11111--			5		\$275.00	0.00					
5	KPNX	09/17/12	09/21/12	M-F 6-630p 12 News 6pm	CM	6-630p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	11111--			5		\$700.00	0.00					
6	KPNX	09/24/12	09/28/12	M-F 6-630p 12 News 6pm	CM	6-630p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

Order / Rev: 713451 - 2  
Alt Order #:  
Flight Dates: 09/17/12 - 11/06/12

Advertiser: Yes on 204  
Product Desc: Yes on 204 Flight 1 9/17-10/7, 2012  
Estimate:  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	09/24/12	09/28/12	M-F 6-630p 12 News 6pm	CM	6-630p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/24/12	09/30/12	11111--		5			\$700.00	0.00					
7	KPNX	10/01/12	10/05/12	M-F 6-630p 12 News 6pm	CM	6-630p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/01/12	10/07/12	11111--		5			\$700.00	0.00					
8	KPNX	10/07/12	10/07/12	Sun 8-10a 12 News Sun Today	CM	8-10a	-----S	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/01/12	10/07/12	-----S		2			\$350.00	0.00					
9	KPNX	09/17/12	09/21/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/17/12	09/23/12	11111--		5			\$550.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	KPNX	09/17/12-09/23/12	M-F 5-530p		5-530p	MTWThF----	:30		<del>(\$550.00)</del>		0.00	NM		
	Unresolved [news takeover]														
10	KPNX	09/24/12	09/28/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/24/12	09/30/12	11111--		5			\$550.00	0.00					
11	KPNX	10/01/12	10/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	11111--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/01/12	10/07/12	11111--		5			\$275.00	0.00					
12	KPNX	09/23/12	09/23/12	Sun 8-10a 12 News Sun Today	CM	Various (8:00 AM-8:30 AM)	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
	add to sked per Fran's email, needs to run first 1/2 hour of show in Sunday Squareoff w/ Brahm Resnik														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/17/12	09/23/12	-----S		1			\$350.00	0.00					
13	KPNX	10/07/12	10/07/12	Sun 8-10a 12 News Sun Today	CM	Various (8:00 AM-8:30 AM)	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
	add to sked per Fran's email, needs to run first 1/2 hour of show in Sunday Squareoff w/ Brahm Resnik														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/01/12	10/07/12	-----S		1			\$350.00	0.00					
N 14	KPNX	10/03/12	10/03/12	NBC News Special Presidential Debate	CM	6-8p	--W----	:30	1	\$1,800.00	P-2	0.00	NM	0	\$0.00
	add ok per Fran Parker														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/01/12	10/07/12	--W----		1			\$1,800.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KPNX	10/01/12-10/07/12	NBC News Special		6-8p	--W-----	:30		<del>(\$1,800.00)</del>		0.00	NM		
	Credited [mg line 15]														
N 15	KPNX	10/11/12	10/11/12	NBC News Special Vice Presidential Debate	CM	6-8p	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
	mg for 1x 10/3 Debate dna d/t lost breaks- b and a per mike														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/08/12	10/14/12	---T---		1			\$1,800.00	0.00					
N 16	KPNX	10/11/12	10/11/12	NBC News Special Vice Presidential Debate	CM	6-8p	---T---	:30	1	\$1,550.00	P-2	0.00	NM	1	\$1,550.00
	rate change from \$1800 to \$1550 per mike														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/08/12	10/14/12	---T---		1			\$1,550.00	0.00					
N 17	KPNX	10/16/12	10/16/12	NBC News Special Vice Presidential Debate	CM	6-8p	-T-----	:30	1	\$1,900.00	P-2	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					

Order / Rev: 713451 - 2  
 Alt Order #:  
 Flight Dates: 09/17/12 - 11/06/12

Advertiser: Yes on 204  
 Product Desc: Yes on 204 Flight 1 9/17-10/7, 2012  
 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	KPNX	10/16/12	10/16/12	NBC News Special Vice Presidential Debate	CM	6-8p	-T-----	:30	1	\$1,900.00	P-2	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$1,900.00		0.00						
N18	KPNX	10/22/12	10/22/12	NBC News Special Presidential Debate	CM	6-8p	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,800.00		0.00						
N19	KPNX	10/08/12	10/12/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTW-F--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
		rate revised from 650 to 850 per mike													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTW-F--	4		\$850.00		0.00						
N20	KPNX	10/15/12	10/19/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-WTF--	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-WTF--	4		\$650.00		0.00						
N21	KPNX	10/08/12	10/12/12	M-F 10p News M-F 10pm News	CM	10-1035p	MTWTF--	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTWTF--	5		\$1,400.00		0.00						
N22	KPNX	10/15/12	10/19/12	M-F 10p News M-F 10pm News	CM	10-1035p	MTWTF--	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$1,400.00		0.00						
N23	KPNX	10/08/12	10/12/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTWTF--	5		\$550.00		0.00						
N24	KPNX	10/15/12	10/19/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$550.00		0.00						
N25	KPNX	10/08/12	10/12/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTWTF--	5		\$350.00		0.00						
N26	KPNX	10/15/12	10/19/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$350.00		0.00						
N27	KPNX	10/22/12	10/26/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	1		\$350.00		0.00						
N28	KPNX	10/08/12	10/12/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$475.00	P-2	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTWTF--	5		\$475.00		0.00						
N29	KPNX	10/15/12	10/19/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$475.00	P-2	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$475.00		0.00						
N30	KPNX	10/22/12	10/26/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	1		\$475.00		0.00						

\*Tax 1 Note: Tax 0.5%.

Totals

107

\$64,600.00